



Different perceptions

Lesson code: C414-27N8-TRDE

INTERMEDIATE

1 Warm up

Are there many women business leaders in your country?

2 Adjectives

Study the adjectives below and discuss their meaning with your teacher. Which are positive? Which are negative?

emotional	bossy	ruthless	supportive
fair	risk-taking	bitchy	

You are going to read about a survey on men and women business owners. Answer the questions below.

1. Which adjectives were used by people to describe women business owners?
 - a.
 - b.
 - c.
2. Which two adjectives were used by female business owners to describe themselves?
 - a.
 - b.
3. Which two adjectives were used by male business owners to describe themselves?
 - a.
 - b.

Now read the text on the next page to check your answers.



THE
INDEPENDENT

Perceptions of men and women business owners differ

Women bosses are more likely to be called 'bitchy', 'emotional' and 'bossy' than male bosses, according to a government study.

Adapted from The Independent, by Hazel Sheffield, 06 March 2015

- 1 According to the survey of 1000 female and 500 male small business owners, more than half of respondents heard people call female bosses 'bitchy' and 'emotional' compared to just one in eight male bosses. Less than a quarter of men had been described as 'bossy' compared to almost 40 per cent of women.
- 2 Women business owners perceive themselves differently too. Over 60 per cent of female respondents said they would describe themselves as being 'supportive' and 'fair'. Men were more likely to choose qualities such as risk taking (36 per cent) and ruthlessness (26 per cent).
- 3 While perceptions of men and women differ, their priorities are the same. Two thirds of both men and women in the survey said their top three job priorities are job satisfaction, work/life balance and profit. The sexes also share the same goals — 62 per cent said they had ambitious goals for their business while 68 per cent of women and 70 per cent of men were confident about the future of their companies.
- 4 Gary Cooper, a business psychologist from Lancaster University, said that their greater emphasis on supporting others can mean women are more of an asset to the workplace than men. "The fact that women business leaders associate themselves more with positive characteristics such as being supportive and organised, actually highlights some of the reasons why I believe we need more female business leaders. These are the key management skills that will build success for the businesses of the future," Cooper said.
- 5 The UK Government has contributed £2 million in funding towards supporting small businesses through mentor schemes and a media campaign. It aims to increase the number and variety of well-known female business owners in order to provide a more representative picture of female entrepreneurs.

3 Checking understanding

What do you remember? Put T (True) or F (False) next to each statement below.

1. Male and female bosses have different job priorities.
2. Male and female bosses have the same goals.
3. Most of the women were confident about the future of their companies.
4. Gary Cooper believes more women bosses are needed because they are able to take risks.
5. The UK government wants to increase the number of female business owners.



4 Find the word/phrase ...

Find a word or phrase in the text which means ...

1. people who take part in a survey (*plural noun, P1*) _____
2. the ways in which people are understood (*plural noun, P3*) _____
3. are different (*verb, P3*) _____
4. something or someone valuable (*noun, P4*) _____
5. given (something, such as money, goods, or time) to help (*verb -ed, P5*) _____
6. typical of a certain group (*adjective, P5*) _____

Now look at the sentences below and find sentences or parts of sentences in the text which have the same meaning.

1. There is a bigger possibility that people call women bosses 'bitchy'.
.....
2. Women bosses have a different opinion about their own character.
.....
3. When women business leaders think about themselves, they think that they have positive character traits.
.....

5 Talking point

Discuss any of the following questions

1. Is the situation described in the article similar in your country?
2. Do men and women in your country have different opportunities in business?
3. Does your country need more women business owners?
4. Who is your country's most famous female business owner?

6 Grammar: Verb + object + gerund/infinitive

Look at the following sentence from the text:

More than half of respondents heard other people call female bosses 'bitchy' and 'emotional'.

Now compare to this sentence:

I heard her knocking on the door.



Complete the rules below with 'part of an action' or 'a complete action'.

With the verbs *feel, hear, notice, observe, overhear, see* and *watch*,

1. we can use the structure *verb + object + bare infinitive* to say that we experienced _____ .
2. we can use the structure *verb + object + -ing* to say that we experienced _____ .

7 Practice

Complete the sentences below with the following verbs in the correct form. In some sentences, you can use '-ing' or infinitive.

arrive
show

complain
~~leave~~

drink
talk

play
tap

say
wait

1. I finally saw her leave/leaving the building after working for 10 hours non-stop.
2. I overheard her _____ about the boss behind his back.
3. The manager didn't hear me _____ hello.
4. The secretary didn't notice me _____ in reception.
5. Did you hear the customer _____ about our new product?
6. The boss won't be happy if he sees you _____ alcohol in the office.
7. Did you feel me _____ you once on the shoulder?
8. Michael claimed to be on sick leave, but I saw him _____ football with his friends in the park.
9. Watch me _____ you how to deliver an effective presentation.
10. I didn't notice the courier company _____ at our headquarters.



8 Talking point

Discuss any of the following questions

1. Is bad debt a problem in your country?
2. Does your business take any of the actions mentioned in the article?
3. Why do you think businesses pay late?

